

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

1. (Original) A floor display system, comprising:
 - a floor covering;
 - an electronic display device associated with the floor covering, wherein the electronic display device is configurable to display electronically modifiable arbitrary content;
 - a controller; and
 - a sensing device coupled to the controller;wherein an image displayed by the electronic display device is capable of being oriented based on information received by the controller from the sensing device.
2. (Original) The floor display system of claim 1, wherein the controller is configurable to determine a difference in proximity to the floor display system between at least two persons based on information received from the sensing device, and to cause the image to be rotated based on the information.
3. (Original) The floor display system of claim 2, wherein the controller is configurable to further cause the image to be translated based on the information.
4. (Original) The floor display system of claim 1, wherein the sensing device includes at least one proximity detector.
5. (Original) The floor display system of claim 1, wherein the sensing device is associated with the floor covering.

6. (Original) The floor display system of claim 1, wherein the sensing device is associated with an object near the floor display system.
7. (Original) The floor display system of claim 1, wherein the electronic display device comprises a plurality of separate panels.
8. (Canceled)
9. (Currently amended) ~~The floor display system of claim 8,~~ A floor display system, comprising:
 - a floor covering;
 - an electronic display device associated with the floor covering, wherein the electronic display device is configurable to display electronically modifiable arbitrary content, and comprises a plurality of separate panels; wherein each of the separate panels is configurable to display an image independently; and wherein each panel is further configurable to display an image with a different orientation from an image on another panel.
10. (Currently amended) The floor display system of claim ~~[[8]]~~ 9, wherein at least two panels are configurable to form a composite image.
11. (Currently amended) The floor display system of claim ~~[[8]]~~ 9, further comprising:
 - a controller; and
 - a sensing device coupled to the controller;wherein an image displayed by the electronic display device is capable of being rotated based on information received by the controller from the sensing device.
12. (Original) The floor display system of claim 11, wherein the image is further capable of being translated based on information received by the controller from the sensing device.

13. (Currently amended) The floor display system of claim [[8]] 9, wherein at least one of the panels is configurable to display an image that is substantially visible when viewed from a first direction, but substantially not visible when viewed from a second direction.

14. (Original) The floor display system of claim 1, wherein the floor display system is locally configurable with selected content.

15. (Original) The floor display system of claim 1, wherein the floor display system is remotely configurable with selected content.

16. (Original) The floor display system of claim 15, wherein the floor display system is included in a network via which the floor display system is configured.

17. (Original) The floor display system of claim 16, wherein the network is a local area network.

18. (Original) The floor display system of claim 16, wherein the network is a wide area network.

19. (Original) The floor display system of claim 1, wherein the floor display system is linked to a point-of-sale system.

20. (Original) The floor display system of claim 1, wherein the floor display system is configurable to request and record information from persons.

21. (Original) The floor display system of claim 1, wherein the floor display system includes at least one interactivity device.

22. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a speech input device.

23. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a keyboard or keypad.

24. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a touch-sensitive display screen.

25. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a pressure sensor associated with the floor covering.

26. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a card reader.

27. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a bar code scanner.

28. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a coupon dispenser.

29. (Original) The floor display system of claim 21, wherein the at least one interactivity device is a camera.

30. (Original) The floor display system of claim 29, wherein the camera is configurable to cause a person's image to be displayed on the electronic display device.

31. (Original) The floor display system of claim 30, wherein the person's image is incorporated into a message displayed on the electronic display device.

32. (Original) The floor display system of claim 30, wherein the person's image is modifiable to convey an entertaining message.

33. (Original) The floor display system of claim 1, further comprising a diffractive prism arranged over the electronic display device.

34. (Original) The floor display system of claim 1, further comprising an audio device.

35. (Original) The floor display system of claim 34, wherein a frequency and volume of an output of the audio device is controllable based on information received by the controller from the sensing device.

36. (Original) The floor display system of claim 34, wherein the controller is configurable to start or stop an output of the audio device based on information received by the controller from the sensing device.

37. (Original) The floor display system of claim 34, wherein the audio device comprises a plurality of directional speakers, and the controller is configurable to cause a directional speaker to generate an audio output based on information received by the controller from the sensing device.

38. (Original) The floor display system of claim 34, wherein the floor display system is coupled to at least one other floor display system, the other floor display system also comprising an audio device, and wherein the audio devices are controllable to prevent the audio devices from simultaneously generating audio output when the floor display systems are within a predetermined distance of each other.

39. (Original) The floor display system of claim 34, wherein the floor display system is configurable to start or stop video output by the electronic display device, to start or stop audio output by the audio device, and to adjust image orientation and audio output characteristics, either separately or in combination, based on information received by the controller from the sensing device.

40. (Original) The floor display system of claim 1, wherein the floor display system is configurable to respond, either by visual or audio output, to a request from a person, where the request is made either by speaking or by entering data using an interactivity device.

41. (Original) The floor display system of claim 1, further comprising a protective covering arranged over the electronic display device.

42. (Original) The floor display system of claim 41, wherein the protective covering comprises a transparent member.

43. (Original) The floor display system of claim 42, further comprising a hard coating over the transparent member.

44. (Original) The floor display system of claim 43, further comprising an anti-reflective coating over the hard coating.

45. (Original) The floor display system of claim 42, further comprising an anti-reflective coating over a top surface of the transparent member.

46. (Original) The floor display system of claim 42, further comprising an anti-reflective coating over a bottom surface of the transparent member.

47. (Original) The floor display system of claim 41, further comprising a removable protective sheet arranged over the protective cover.

48. (Original) The floor display system of claim 41, wherein the removable protective sheet comprises an anti-slip feature.

49. (Original) The floor display system of claim 47, wherein the removable protective sheet is one of a plurality of removable protective sheets in the form of a stack.

50. (Original) The floor display system of claim 41, further comprising an anti-slip protective sheet material in the form of a roll of continuous material arranged over the protective covering.

51. (Original) The floor display system of claim 1, further comprising a plurality of scented sheets.

52. (Original) The floor display system of claim 1, further comprising a fragrance dispenser.

53. (Original) The floor display system of claim 1, further comprising an alarm system.

54. (Original) The floor display system of claim 53, wherein the alarm system comprises an electrical pulse generator.

55. (Original) The floor display system of claim 1, further comprising waterproofing elements.

56. (Canceled)

57. (Currently amended) ~~The floor display system of claim 56,~~

A floor display system, comprising:

a trench;

a track arranged within the trench; and

an electronic display device configured to be received within the trench and connected to the track, wherein the electronic display device is configurable to display electronically modifiable arbitrary content;

wherein the track has associated therewith at least one of an electric power supply and a data conduit, and the electronic display device is configured to receive at

least one of power and data from the electric power supply and data conduit, respectively.

58. (Currently amended) ~~The floor display system of claim 56,~~

A floor display system, comprising:

a trench;

a track arranged within the trench; and

an electronic display device configured to be received within the trench and connected to the track, wherein the electronic display device is configurable to display electronically modifiable arbitrary content; and further comprising at least one fitted section configured to fill an open space in the trench.

59. (Currently amended) The floor display system of claim ~~56~~ 57, further comprising a protective covering arranged over the electronic display device.

60. (Original) The floor display system of claim 59, wherein the protective covering comprises a transparent window.

61. (Currently amended) The floor display system of claim ~~56~~ 57, further comprising a riser arranged within the trench to raise the electronic display device to a desired level.

62. (Canceled)

63. (Currently amended) ~~The floor display system of claim 62,~~

A floor display system, comprising:

an electronic display device configurable to display electronically modifiable arbitrary content; and

a positioning mechanism coupled to the electronic display device for positioning the electronic display device at a predetermined angle relative to a floor;

wherein the positioning mechanism is flexible.

64. (Currently amended) The floor display system of claim 62 63, wherein the positioning mechanism is expandable and retractable.

65. (Currently amended) The floor display system of claim 62 63, wherein the positioning mechanism comprises a spring.

66. (Currently amended) The floor display system of claim 62 63, further comprising another electronic display device, arranged back-to-back with the electronic display device, and sharing the positioning mechanism with the electronic display device.

67. - 70. (Canceled)


Claims 1-7, 9-55, 57-61, and 63-66 are pending in the application. Claims 8, 56, 62 and 67-70 have been canceled without prejudice or disclaimer.

All of the claims that remain pending in the application have either been allowed, depend from a claim rendered allowable by amendment herein, have been amended to depend from an allowed claim, or have been rewritten in independent form in accordance with item 9 of the Office Action. In view of the foregoing, the application contains only allowed or allowable subject matter. Withdrawal of the objections to claims 9-13, 57, 58 and 63-66, and of the rejection of any still-pending claim, is therefore respectfully requested. Favorable consideration and early issuance of a Notice of Allowance are respectfully solicited.

The Examiner is invited to contact the undersigned at (202) 220-4323 to discuss any matter concerning this application. The Office is authorized to charge any fees related to this communication to Deposit Account No. 11-0600.

Respectfully submitted,

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